



## **Burgers**

**Fieldwork Dates: 18th - 19th May 2020**

**Conducted by YouGov  
YouGov RealTime**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email [uspress@yougov.com](mailto:uspress@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1179 adults. Fieldwork was undertaken between 18th -19th May 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**YouGov RealTime  
Burgers**

US\_nat Sample: 18th - 19th May 2020



Total	Gender		Age			Region				Race			
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

**KYC\_Q5. How much do you like or dislike meat based burgers (e.g., hamburgers, cheeseburgers etc.)?**

Unweighted base	1179	523	656	308	371	500	233	232	430	284	798	137	173	71
<b>Base: All US Adults</b>	<b>1179</b>	<b>577</b>	<b>602</b>	<b>334</b>	<b>354</b>	<b>491</b>	<b>210</b>	<b>248</b>	<b>444</b>	<b>278</b>	<b>788</b>	<b>134</b>	<b>186</b>	<b>72</b>
Like a lot	53%	60%	46%	44%	55%	57%	54%	61%	48%	52%	61%	41%	31%	43%
Somewhat like	20%	18%	22%	20%	20%	19%	19%	16%	24%	18%	19%	16%	29%	11%
Neither like or dislike	10%	7%	12%	14%	10%	7%	10%	6%	10%	12%	6%	15%	19%	16%
Somewhat dislike	5%	4%	6%	8%	4%	4%	6%	3%	5%	5%	4%	8%	6%	7%
Dislike a lot	3%	3%	3%	4%	3%	2%	1%	5%	3%	3%	2%	6%	3%	6%
Not applicable - I don't eat meat-based burgers	10%	8%	11%	9%	8%	11%	10%	8%	10%	10%	8%	14%	12%	16%
Net: Top 2	73%	78%	68%	65%	75%	76%	73%	77%	72%	70%	80%	57%	60%	54%
Net: Bottom 2	8%	7%	9%	12%	7%	6%	7%	9%	8%	8%	6%	14%	9%	13%

**KYC\_Q7a. Which, if any, of the following items do you typically use as toppings or dressing on your meat-based burgers (e.g., hamburgers, cheeseburgers etc.)? Please select all that apply.**

Unweighted base	1035	474	561	268	333	434	209	202	379	245	717	112	147	59
<b>Base: US adults eat and don't dislike meat based burgers</b>	<b>1029</b>	<b>512</b>	<b>517</b>	<b>288</b>	<b>315</b>	<b>426</b>	<b>188</b>	<b>215</b>	<b>385</b>	<b>240</b>	<b>708</b>	<b>108</b>	<b>157</b>	<b>56</b>
Onions	57%	59%	56%	45%	56%	67%	53%	57%	58%	60%	59%	56%	53%	55%
Mushrooms	23%	24%	22%	21%	28%	20%	25%	23%	21%	24%	24%	19%	19%	31%
Ketchup	65%	68%	61%	62%	70%	63%	70%	70%	59%	65%	67%	66%	52%	67%
Cheese	74%	73%	75%	68%	80%	74%	72%	79%	73%	73%	79%	64%	60%	67%
Tomatoes	58%	53%	62%	44%	55%	69%	50%	54%	58%	65%	60%	49%	53%	60%
Pickles	54%	52%	55%	43%	55%	60%	52%	54%	56%	52%	57%	44%	48%	51%
Lettuce	64%	62%	66%	59%	62%	69%	56%	62%	65%	69%	63%	68%	62%	66%
Avocado	19%	17%	21%	20%	23%	14%	18%	9%	17%	31%	16%	16%	30%	28%
Bacon	45%	48%	42%	40%	54%	42%	43%	43%	47%	46%	46%	39%	48%	40%
Eggs	12%	14%	10%	21%	13%	5%	13%	7%	12%	15%	9%	22%	18%	11%
Fries	20%	24%	16%	24%	24%	15%	27%	12%	18%	25%	14%	28%	39%	23%
Mustard	52%	54%	49%	46%	52%	55%	42%	53%	55%	52%	52%	52%	51%	48%
Relish	13%	16%	10%	9%	12%	16%	16%	10%	11%	17%	13%	16%	11%	18%
Mayo/Aioli	43%	39%	46%	33%	50%	43%	37%	39%	44%	47%	44%	35%	41%	42%
Hot sauce	10%	13%	7%	13%	12%	6%	15%	4%	11%	10%	8%	12%	17%	17%
Ranch dressing	8%	7%	9%	9%	11%	4%	9%	6%	8%	8%	7%	5%	12%	13%
Thousand Island dressing	8%	10%	6%	8%	11%	6%	8%	8%	6%	12%	7%	8%	13%	12%
Other	2%	4%	1%	3%	2%	2%	3%	1%	3%	3%	3%	1%	2%	2%
Not applicable - I do not put toppings on my burgers	2%	2%	1%	3%	1%	1%	1%	2%	2%	1%	1%	2%	4%	2%

Cell Contents (Column Percentages)

**YouGov RealTime Burgers**

US\_nat Sample: 18th - 19th May 2020



Total	Education				Marital Status							
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed

**KYC\_Q5. How much do you like or dislike meat based burgers (e.g., hamburgers, cheeseburgers etc.)?**

Unweighted base	1179	425	387	234	133	572	14	87	43	716	273	107	56	12
<b>Base: All US Adults</b>	<b>1179</b>	<b>471</b>	<b>368</b>	<b>216</b>	<b>124</b>	<b>559</b>	<b>15</b>	<b>83</b>	<b>40</b>	<b>697</b>	<b>288</b>	<b>105</b>	<b>55</b>	<b>12</b>
Like a lot	53%	51%	53%	57%	50%	56%	18%	45%	59%	54%	49%	59%	53%	51%
Somewhat like	20%	18%	20%	22%	23%	21%	44%	20%	15%	21%	20%	13%	20%	30%
Neither like or dislike	10%	11%	11%	8%	7%	8%	22%	16%	8%	9%	11%	13%	5%	-
Somewhat dislike	5%	5%	4%	5%	6%	4%	16%	11%	2%	5%	5%	5%	4%	-
Dislike a lot	3%	3%	4%	2%	4%	3%	-	5%	-	3%	3%	2%	6%	5%
Not applicable - I don't eat meat-based burgers	10%	13%	8%	5%	10%	8%	-	2%	15%	7%	13%	8%	13%	14%
Net: Top 2	73%	68%	74%	79%	73%	77%	62%	66%	74%	75%	69%	72%	73%	81%
Net: Bottom 2	8%	8%	7%	7%	10%	7%	16%	16%	2%	8%	8%	7%	9%	5%

**KYC\_Q7a. Which, if any, of the following items do you typically use as toppings or dressing on your meat-based burgers (e.g., hamburgers, cheeseburgers etc.)? Please select all that apply.**

Unweighted base	1035	361	345	216	113	515	14	82	36	647	229	96	46	9
<b>Base: US adults eat and don't dislike meat based burgers</b>	<b>1029</b>	<b>395</b>	<b>327</b>	<b>200</b>	<b>107</b>	<b>498</b>	<b>15</b>	<b>77</b>	<b>34</b>	<b>625</b>	<b>243</b>	<b>95</b>	<b>45</b>	<b>10</b>
Onions	57%	56%	59%	60%	52%	60%	43%	58%	47%	59%	48%	58%	77%	59%
Mushrooms	23%	20%	24%	24%	28%	23%	17%	24%	15%	22%	20%	27%	29%	40%
Ketchup	65%	64%	66%	67%	60%	67%	60%	73%	59%	67%	63%	61%	63%	62%
Cheese	74%	71%	77%	74%	81%	76%	59%	80%	83%	76%	69%	79%	66%	75%
Tomatoes	58%	56%	59%	58%	61%	60%	59%	63%	44%	59%	50%	66%	71%	51%
Pickles	54%	51%	56%	55%	55%	56%	61%	50%	57%	56%	48%	56%	52%	46%
Lettuce	64%	63%	67%	61%	64%	66%	53%	61%	64%	65%	61%	62%	73%	51%
Avocado	19%	14%	17%	25%	26%	17%	17%	31%	15%	18%	18%	22%	14%	37%
Bacon	45%	47%	44%	44%	45%	47%	17%	55%	53%	48%	41%	47%	24%	57%
Eggs	12%	12%	12%	13%	7%	10%	11%	17%	5%	11%	15%	13%	2%	-
Fries	20%	24%	20%	14%	17%	17%	29%	16%	22%	18%	25%	20%	19%	8%
Mustard	52%	50%	55%	51%	51%	51%	47%	61%	54%	52%	48%	54%	53%	56%
Relish	13%	12%	13%	14%	14%	14%	-	9%	18%	14%	10%	22%	9%	18%
Mayo/Aioli	43%	43%	42%	42%	42%	44%	40%	55%	38%	45%	36%	44%	44%	54%
Hot sauce	10%	8%	11%	12%	8%	9%	-	17%	9%	10%	12%	10%	2%	7%
Ranch dressing	8%	7%	10%	7%	7%	8%	6%	10%	4%	8%	8%	5%	2%	-
Thousand Island dressing	8%	9%	8%	8%	10%	10%	6%	7%	2%	9%	7%	9%	2%	18%
Other	2%	2%	2%	3%	3%	2%	-	1%	5%	2%	2%	2%	-	10%
Not applicable - I do not put toppings on my burgers	2%	2%	1%	2%	1%	1%	-	-	8%	1%	2%	5%	2%	-

Cell Contents (Col

# YouGov RealTime Burgers

US\_nat Sample: 18th - 19th May 2020



Total	Parent or guardian of any children							Income			
	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say

KYC\_Q5. How much do you like or dislike meat based burgers (e.g., hamburgers, cheeseburgers etc.)?

Unweighted base	1179	1	14	306	398	655	481	43	400	326	298	155
<b>Base: All US Adults</b>	1179	1	20	294	391	639	491	49	408	330	286	156
Like a lot	53%	-	27%	51%	53%	53%	55%	31%	48%	56%	59%	47%
Somewhat like	20%	-	10%	22%	20%	21%	19%	15%	18%	21%	23%	17%
Neither like or dislike	10%	100%	14%	13%	9%	10%	9%	8%	12%	9%	6%	14%
Somewhat dislike	5%	-	-	5%	5%	5%	4%	7%	6%	5%	3%	3%
Dislike a lot	3%	-	13%	3%	2%	3%	3%	7%	4%	4%	2%	3%
Not applicable - I don't eat meat-based burgers	10%	-	36%	6%	11%	9%	9%	33%	12%	6%	7%	16%
Net: Top 2	73%	-	37%	73%	73%	73%	74%	46%	66%	77%	81%	64%
Net: Bottom 2	8%	-	13%	8%	8%	8%	7%	14%	10%	8%	5%	6%

KYC\_Q7a. Which, if any, of the following items do you typically use as toppings or dressing on your meat-based burgers (e.g., hamburgers, cheeseburgers etc.)? Please select all that apply.

Unweighted base	1035	1	7	281	349	587	423	25	343	298	269	125
<b>Base: US adults eat and don't dislike meat based burgers</b>	1029	1	10	267	340	588	431	30	344	299	259	126
Onions	57%	100%	75%	52%	64%	59%	55%	53%	56%	58%	57%	59%
Mushrooms	23%	100%	55%	28%	20%	24%	23%	19%	23%	24%	21%	23%
Ketchup	65%	-	20%	68%	63%	65%	66%	49%	61%	68%	68%	61%
Cheese	74%	100%	67%	75%	75%	75%	75%	44%	73%	73%	75%	78%
Tomatoes	58%	-	19%	52%	65%	60%	56%	36%	57%	59%	57%	57%
Pickles	54%	100%	67%	51%	55%	54%	55%	30%	51%	53%	60%	49%
Lettuce	64%	-	61%	59%	66%	64%	66%	35%	60%	68%	65%	62%
Avocado	19%	100%	19%	21%	16%	18%	20%	19%	19%	19%	20%	13%
Bacon	45%	100%	45%	52%	41%	46%	46%	23%	44%	45%	47%	46%
Eggs	12%	100%	31%	18%	7%	12%	12%	14%	11%	14%	12%	9%
Fries	20%	-	65%	22%	17%	19%	21%	22%	23%	24%	14%	16%
Mustard	52%	100%	84%	49%	51%	50%	54%	54%	49%	52%	54%	55%
Relish	13%	-	-	12%	16%	14%	13%	3%	14%	14%	12%	10%
Mayo/Aioli	43%	100%	28%	41%	44%	43%	43%	33%	43%	47%	40%	36%
Hot sauce	10%	-	19%	11%	9%	10%	10%	17%	9%	11%	11%	10%
Ranch dressing	8%	-	40%	11%	6%	8%	8%	10%	8%	9%	7%	8%
Thousand Island dressing	8%	-	19%	12%	9%	9%	7%	12%	8%	9%	8%	6%
Other	2%	-	19%	1%	1%	1%	4%	7%	2%	1%	3%	6%
Not applicable - I do not put toppings on my burgers	2%	-	-	1%	-	1%	2%	15%	3%	1%	1%	2%

Cell Contents (Col